## **ORDER**

Orders Order / Rev: 706632 06278645 Alt Order #: Product Desc: OBAMA FOR AMERICA WKYC 1537 Estimate: 10/02/12 - 10/08/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 08/15/12 / 08/15/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00

Bill Plan

Priority:

Revenue Codes:

## Totals

Advertiser External ID:

Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/07/12	194	\$106,825.00	\$90,801.25	October 2012	230	\$126,025.00	\$107,121.25	0.00
10/08/12	10/14/12	36	\$19,200.00	\$16,320.00	Totals	230	\$126,025.00	\$107,121.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

P-5

AGY, GEN, POL

Order Share	Share	Total
WKYC	30%	\$126,025.00
Market	100%	\$420,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,200.83
WEWS	20%	\$84,016.67
WJW	28%	\$117,623.33
WOIO	19%	\$79,815.83
WUAB	2%	\$8,401.67

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC 10/02/	12 10/05/12	,		1p-2p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
		Days of Our Lives	3								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	- TWTF	8	\$200.00	0.00						
E 2 WKYC 10/02/	12 10/05/12	M-F 11a-1230p	CM	11a-1230p	- ТWГF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
		11a-1230p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	- TWTF	4	\$100.00	0.00						
E 3 WKYC 10/02/	12 10/05/12	Tonight Show	CM	1135p-1237a	a - TWTF	:30	7	\$450.00 P-5	0.00 NM	7	\$3,150.00
		<b>Tonight Show</b>									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	- ТWГF	7	\$450.00	0.00						

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Order / Rev: 706632 Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 4 WKYC	10/02/1	2 10/05/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	- TWГF	:30	8	\$100.00 P-5	0.00 NM	8	\$800.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	<u>Rate</u> \$100.00	Rating 0.00						
E 5 WKYC	10/02/1	2 10/05/12	Late Night Late Night w/Jim	CM my Fallon	1237a-136a	- TWГF	:30	4	\$150.00 P-5	0.00 NM	4	\$600.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 4	Rate \$150.00	Rating 0.00						
E 6 WKYC	10/02/1	2 10/05/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	- ТWГF	:30	7	\$200.00 P-5	0.00 NM	7	\$1,400.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWFF	Spots/Week 7	Rate \$200.00	Rating 0.00						
E 7 WKYC	10/02/1	2 10/05/12	Last Call Last Call w/Carso	CM on Dalv	135a-205a	- ТWГF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 4	Rate \$50.00	Rating 0.00						
E 8 WKYC	10/02/1	2 10/05/12	M-F 2-3p Rachel Ray	СМ	2-3p	- TWГF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
E 9 WKYC	10/02/1	2 10/05/12	M-F 3-4p The Doctors	СМ	3p-4p	- TWГF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$200.00	Rating 0.00						
E 10 WKYC	10/02/1	2 10/05/12	M-F 4-5p Ellen Degeneres	СМ	4p-5p	- ТWГF	:30	8	\$300.00 P-5	0.00 NM	8	\$2,400.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week 8	Rate \$300.00	Rating 0.00						
E11 WKYC	10/02/1	2 10/05/12	M-F 430a-5a 430a News	СМ	430a-5a	- ТWГF	:30	4	\$50.00 P-5	0.00 NM	4	\$200.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 4	Rate \$50.00	Rating 0.00						
E 12 WKYC	10/02/1	2 10/05/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	- ТWГF	:30	8	\$50.00 P-5	0.00 NM	8	\$400.00
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - ΤWΓF	Spots/Week 8	<u>Rate</u> \$50.00	Rating 0.00						
E 13 WKYC	10/02/1	2 10/05/12	M-F 5-6p Dr. Phil	СМ	5p-6p	- ТWГF	:30	8	\$500.00 P-5	0.00 NM	8	\$4,000.00
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - ΤWΓF	Spots/Week 8	<u>Rate</u> \$500.00	Rating 0.00						
E 14 WKYC	10/02/1	2 10/05/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p	- ТWГF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
<u>Sta</u> Week: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> - ΤWΓF	Spots/Week 7	Rate \$750.00	Rating 0.00						
E 15 WKYC	10/02/1	2 10/05/12	M-F 6-7a Channel 3 News	CM Today @ 6AM	6a-7a 1	- ТWГF	:30	10	\$400.00 P-5	0.00 NM	10	\$4,000.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - ΤWΓF	Spots/Week 10	Rate \$400.00	Rating 0.00						
E 16 WKYC	10/02/1	2 10/05/12	Nightly News Nightly News	СМ	M-Su 6:28p-	7р - ТWГF	:30	7	\$1,500.00 P-5	0.00 NM	7	\$10,500.00
Sta Week: 10/	rt Date 01/12	End Date 10/07/12	Weekdays - ΤWΓF	Spots/Week 7	Rate \$1,500.00	Rating 0.00						
E 17 WKYC	10/02/1	2 10/05/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p	- ТWГF	:30	7	\$750.00 P-5	0.00 NM	7	\$5,250.00
Star Week: 10/6	rt Date 01/12	End Date 10/07/12	Weekdays - TWTF	Spots/Week 7	Rate \$750.00	Rating 0.00						
E 18 WKYC		2 10/05/12	M-F 7-9a Today Today Show	СМ	7a-9a	- ТWГF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 706632 Advertiser:

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Obama/D/President

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1537

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 18 WKYC 10/02/12 10/05/12	•	7a-9a	- TWTF	:30	20	\$400.00 P-5	0.00 NM	20	\$8,000.00
Ctart Data - Fard Data	Today Show	Data	Detina						
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$400.00	Rating 0.00						
E 19 WKYC 10/02/12 10/05/12		730-8p	- TWTF	:30	4	\$750.00 P-5	0.00 NM	4	\$3,000.00
	Entertainment Tonight								
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$750.00	Rating 0.00						
E 20 WKYC 10/02/12 10/05/12	•	9a-10a	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
10,101.0	Today Show II	04 .04	1,111	.00	Ū	Ψ=00.00.	0.00		Ψ1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12 E 21 WKYC 10/05/12 10/05/12	- TWTF 8	\$200.00 10-11p	0.00 F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1 E00 00
E21 WK1C 10/03/12 10/03/12	Fri Prime C	10-11р	F	.30	1	\$1,500.00 F-5	U.UU INIVI	'	\$1,500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	F 1	ψ.,σσσ.σσ	0.00						
E 22 WKYC 10/05/12 10/05/12	Pri Prime B CM Fri Prime B	9-10p	F	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	F 1		0.00						
E 23 WKYC 10/08/12 10/08/12		10-11p	M	:30	1	\$2,200.00 P-5	0.00 NM	1	\$2,200.00
Start Date End Date	Mon Prime C Weekdays Spots/Week	Poto	Dating						
Start Date End Date Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spots/Week</u> M 1		Rating 0.00						
E 24 WKYC 10/08/12 10/08/12	Mon Prime Other CM	Various	M	:30	1	\$5,000.00 P-5	0.00 NM	1	\$5,000.00
	Monday Prime Other	(8:00 PM-10:	_ ′						
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 25 WKYC 10/06/12 10/07/12	<u>-</u>	6P-7P Sa/Sι		:30	4	\$500.00 P-5	0.00 NM	4	\$2,000.00
	Early News (Sa-Su)	(6:00 PM-6:3	0 PM)						
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00						
E 26 WKYC 10/06/12 10/06/12		Sat 1030-11		:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
	Sat 1030-11a	<b>J</b> ac 1000 111	_	.00	•	Ψσσ.σσ.	0.00	·	Ψ.σσ.σσ
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/01/12 10/07/12 E 27 WKYC 10/06/12 10/06/12	S- 1 2 630A-7A CM	\$100.00 630a-7a	0.00	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
L27 WKTC 10/00/12 10/00/12	Chris Matthews Show	030a-7a	3-	.30	'	φ200.00 F-3	U.UU INIVI	'	φ200.00
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/01/12 10/07/12	S- 1	\$200.00	0.00			<b>.</b>			
E 28 WKYC 10/06/12 10/06/12	2 Sat 7-8p CM Sat 7-8p	7-8p	S-	:30	2	\$400.00 P-5	0.00 NM	2	\$800.00
Start Date End Date	•	Rate	Rating						
Week: 10/01/12 10/07/12	S- 2		0.00						
E 29 WKYC 10/06/12 10/06/12		7a-9a	S-	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Start Date End Date	NBC Today Show (Sa)  Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	S- <u>epoto/vveck</u>		0.00						
E30 WKYC 10/06/12 10/06/12	Sat Prime A CM	8-9p	S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Ctart Data - Fard Data	8-9p	(8:00 PM-9:0							
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
E 31 WKYC 10/06/12 10/06/12	2 Sat 9-1030a CM	9a-1030a	S-	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
	Channel 3 News 9am Sat								
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00						
E 32 WKYC 10/06/12 10/06/12		9-10p	S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
2 13,13,12 10,00/12	Sat Prime B	(9:00 PM-10:				, , , , , , , ,	- ,		,
Start Date End Date	Weekdays Spots/Week	Rate	Rating						

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Order / Rev: 706632 Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1537

Sart Date   Find Date   Weekdays   Spots/Week   Rate   Rating   Weekdays   Spots/Week   Rate   Rating   Weekdays   Spots/Week   Rate   Rating   Sart Date   Weekdays   Spots/Week   Rate   Rating   Sart Date	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
Sim Date   End Date   Week 1001712   1007712	E32 WKYC	10/06/1	2 10/06/12		СМ			:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Start Date				Weekdays		Rate	Rating						
Meditable   Plans   Meditable   Meditabl					· ·			:30	1	\$1.500.00 P-5	0.00 NM	1	\$1.500.00
Start Date   Find Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start				Meet the Press					·	<b>4</b> .,000.00.	0.00	·	ψ.,σσσ.σσ
Start Date													
Start Date	E 34 WKYC	10/07/1	2 10/07/12		e Hudd@M		S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
The color of the	Star	rt Date	End Date			Rate	Rating						
Channel 3 News at Noon Su   Meek   1001/12   1007/12						\$950.00							
Model: 1001/1/2   1007/1/2   10	E 35 WKYC	10/07/1	2 10/07/12	•		12-1230p /S	iuS	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Start Date   Meek 10011/12   10077													
Start Date   End Date   Week   Median   Spots/Week   Rate   Rating   Start Date   Median   Start Date   Start Date   Start Date   Mediang   Spots/Week   Rate   Rating   Start Date   Mediang   Start Date   Start								:30	1	\$125.00 P-5	0.00 NM	1	\$125.00
Mesk: 1001/1/2   1007/1/2   1007/1/2   NFL Pregame Show CM	•						5						
Start Date   End Date   Weekdays   Spots  Week   Rate   Rating   New Floring   New													
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Weekdays   Weekdays   Spots/Week   Rate   Rating   Weekdays   Weekdays   Spots/Week   Rate   Rating   Weekdays   Weekdays   Spots/Week   Rate   Rating   Weekdays   Spots/Week   Rate   Rating   Weekdays   Spots/Week   Rate   Rating   Weekdays   Spots/Week   Rate   Rating   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Rating   Spots/Week   Rate   Rating   Spots/	E 37 WKYC	10/07/1	2 10/07/12	-	ow CM			:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
Week: 10/01/12   10/07/12   10	Star	rt Date	End Date		Spots/Week	•	_ :						
NFL Pre-Game	Week: 10/0	01/12	10/07/12	S	1	\$1,000.00	0.00						
Week: 10/01/12   10/07/12   10/	E 38 WKYC	10/07/1	2 10/07/12		iow CM			:30	2	\$1,000.00 P-5	0.00 NM	2	\$2,000.00
Start Date						Rate	Rating						
NFL Football   Spots/Week   Rate   Rating   Ra								:30	2	\$6,500.00 P-5	0.00 NM	2	\$13,000.00
Week   10/01/12   10/07/12   10				NFL Football		(8:00 PM-11	:00 PM)			, ,			. ,
E40 WKYC   10/07/12   10/07/12   10/07/12   10/07/12   SUN TDY   NBC Today Show (Su)   NBC Today Show (NBC Today S													
Start Date   Horizon Fraction   Horizon Fraction	E 40 WKYC	10/07/1	2 10/07/12		СМ		S	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Week: 10/01/12   10/07/12   10/07/12   10/07/12   Sun 9-1030a   CM   9a-1030a   CM   9a-1030a   CM   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/01/12   10/07/12   10/07/12   Thu Prime C   Thu Prime C   Thu Prime A   Thu Prime A   Thu Prime A   Week: 10/01/12   10/07/12   10/0	Star	rt Date	End Date	-		Rate	Rating						
Channel 3 News Sun 9a   Start Date   Weekdays   Spots/Week   Rating   O.000   O.00	Week: 10/0	01/12	10/07/12	S	2	\$350.00	0.00						
Week: 10/01/12         10/07/12        S         3 \$350.00         0.00           E 42 WKYC 10/04/12 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 10/04/14 1	E 41 WKYC	10/07/1	2 10/07/12		_	9a-1030a	S	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
E 42 WKYC 10/04/12 10/04/12 Thu Prime C													
Thu Prime C   Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   Start Date   Thu Prime A   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   O.00    T								:30	1	\$2.800.00 P-5	0.00 NM	1	\$2.800.00
Week: 10/01/12         10/07/12        T         1 \$2,800.00         0.00           E 43 WKYC         10/04/12         10/04/12         Thu Prime A Thu				Thu Prime C		_				, ,			* ,
E 43 WKYC 10/04/12 10/04/12 Thu Prime A CM 8-9pT :30 1 \$1,800.00 P-5 0.00 NM 1 \$1,800.00 P-5													
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 43 WKYC	10/04/1	2 10/04/12				T	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Week: 10/01/12         10/07/12        T         1 \$1,800.00         0.00           E 44 WKYC 10/02/12 10/07/12         LN (M-Su) Late News (M-Su)         CM 11P-1135P - TWTFSS :30 8 \$950.00 P-5 0.00 NM         8 \$7,600.00 Late News (M-Su)           Start Date Week: 10/01/12 10/07/12         End Date Veekdays TWTFSS 8 \$950.00 0.00         Rate Rating No.00 NM         Rate Prime A           Week: 10/01/12 10/02/12 10/02/12 10/02/12         Tue Prime A         CM 8-9p - T         :30 1 \$2,800.00 P-5 0.00 NM         1 \$2,800.00 P-5 0.00 NM           Start Date Veek: 10/01/12 10/07/12 10/07/12         Weekdays Veekdays Spots/Week Rate Rating Neek: 10/01/12 10/07/12         Rating Rating Neek: 10/01/12 10/07/12         Rating Neek: 10/01/12 10/07/12	Star	rt Date	End Date		Spots/Week	Rate	Rating						
Late News (M-Su)   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	Week: 10/0	01/12	10/07/12	T	1	\$1,800.00	0.00						
Week: 10/01/12       10/07/12       -TWFFSS       8       \$950.00       0.00         E 45 WKYC       10/02/12       10/02/12       Tue Prime A Tue Prime	E 44 WKYC	10/02/1	2 10/07/12	, ,		11P-1135P	- TWIFSS	:30	8	\$950.00 P-5	0.00 NM	8	\$7,600.00
E 45 WKYC 10/02/12 10/02/12 Tue Prime A CM 8-9p -T :30 1 \$2,800.00 P-5 0.00 NM 1 \$2,800.00 P-5							<u>~</u>						
Tue Prime A <u>Start Date</u>								:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Week: 10/01/12				Tue Prime A			<b>5</b>						
				Wed Prime C	СМ	10-11p	W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Wed Prime C <u>Start Date                                  </u>	Star	rt Date	End Date		Spots/Week	Rate	Rating						

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Order / Rev: 706632 Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/02/12 - 10/08/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End		Len Sp		Rate Pri	Rtg Type	Spots	Amount
E 46 WKYC	10/03/1	2 10/03/12	Wed Prime C Wed Prime C	СМ	10-11p	W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Star Week: 10/0	t Date 01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 47 WKYC	10/03/1	2 10/03/12	Wed Prime A Wed Prime A	СМ	8-9p (8:00 PM-9:00	W DPM)	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Star Week: 10/0	t Date 01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 48 WKYC	10/03/1	2 10/03/12	Wed Prime B Wed Prime B	СМ	9-10p (9:00 PM-10:0	W 00 PM)	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Star Week: 10/0	t Date 01/12	End Date 10/07/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 49 WKYC	10/08/1	2 10/08/12	Days of Our Lives		1p-2p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Star Week: 10/0	t Date 08/12	End Date 10/14/12	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 50 WKYC	10/08/1	2 10/08/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	M	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Star Week: 10/0	t Date 08/12	End Date 10/14/12	Weekdays M	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 51 WKYC	10/08/1	2 10/08/12	Tonight Show Tonight Show	СМ	1135p-1237a	M	:30	1	\$450.00 P-5	0.00 NM	1	\$450.00
Star Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
E 52 WKYC			M-F 10-11a M-F 10-11a	СМ	10a-11a	M	:30	2	\$100.00 P-5	0.00 NM	2	\$200.00
Star Week: 10/0	t Date	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
E 53 WKYC			Late Night Late Night w/Jimi	CM	1237a-136a	M	:30	1	\$150.00 P-5	0.00 NM	1	\$150.00
Star Week: 10/0	t Date	End Date 10/14/12	Weekdays M	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00						
E 54 WKYC			M-F 11a-1230p 11a-1230p	СМ	11a-1230p	M	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
Star Week: 10/0	t Date	End Date 10/14/12	Weekdays M	Spots/Week	Rate \$200.00	Rating 0.00						
E 55 WKYC			Last Call	CM	135a-205a	M	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Star	t Date	End Date	Last Call w/Carso Weekdays	on Daly Spots/Week	(1:35 AM-2:08 Rate	5 AM) Rating						
Week: 10/0	8/12	10/14/12	M	1	\$50.00	0.00	-20		\$200.00 B.F.	0.00 NIM	_	£400.00
E 56 WKYC	10/08/1	2 10/08/12	M-F 2-3p Rachel Ray	СМ	2-3p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Star Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 57 WKYC	10/08/1	2 10/08/12	M-F 3-4p The Doctors	СМ	3p-4p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Star Week: 10/0	t Date 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 58 WKYC			M-F 4-5p	СМ	4p-5p	M	:30	2	\$300.00 P-5	0.00 NM	2	\$600.00
	t Date	End Date	Ellen Degeneres Weekdays	Spots/Week	Rate	Rating						
Week: 10/0 E 59 WKYC		10/14/12 2 10/08/12	M M-F 430a-5a	CM	\$300.00 430a-5a	0.00 M	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Star	t Date	End Date	430a News Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	8/12	10/14/12	M	1	\$50.00	0.00						
E 60 WKYC	10/08/1	2 10/08/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	M	:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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**WKYC** 

Order / Rev: 706632

Advertiser: Obama/D/President

Alt Order #: 06278645 Product Desc: OBAMA FOR AMERICA

10/02/12 - 10/08/12 Flight Dates: Estimate:

1537

Break Start/End Time Days Ln Ch Start End Inventory Code Len Spots Rate Pri Rtg Type Spots Amount E 60 WKYC 10/08/12 10/08/12 M-F 5-6a CM M- - - - -:30 \$50.00 P-5 0.00 NM \$100.00 5a-6a Channel 3 News @ 5AM Weekda<u>ys</u> Spots/Week Rating Start Date **End Date** Rate Week: 10/08/12 10/14/12 \$50.00 0.00 E 61 WKYC 10/08/12 10/08/12 M-F 5-6p CM 5p-6p M- - - - -:30 2 \$500.00 P-5 0.00 NM 2 \$1,000.00 Dr. Phil Weekdays Start Date End Date Spots/Week Rate Rating Week: 10/08/12 M- - - - -10/14/12 2 \$500.00 0.00 E 62 WKYC 10/08/12 10/08/12 M-F 6-630p CM 6p-630p M- - - - -:30 \$750.00 P-5 0.00 NM \$750.00 Channel 3 News at 6p Weekdays Start Date Spots/Week **End Date** Rating Rate M- - - - -Week: 10/08/12 10/14/12 \$750.00 0.00 6a-7a E 63 WKYC 10/08/12 10/08/12 M-F 6-7a CM M----:30 2 \$400.00 P-5 0.00 NM 2 \$800.00 Channel 3 News Today @ 6AM Weekda<u>ys</u> Spots/Week Rating Start Date **End Date** Rate Week: 10/08/12 10/14/12 \$400.00 0.00 E 64 WKYC 10/08/12 10/08/12 Nightly News CM M-Su 6:28p-7p M- - - - -:30 1 \$1,500.00 P-5 0.00 NM \$1,500.00 Nightly News Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/08/12 10/14/12 M- - - - -1 \$1,500.00 0.00 E 65 WKYC 10/08/12 10/08/12 M-F 7-730p CM 7-730p M- - - - -:30 \$750.00 P-5 0.00 NM \$750.00 Channel 3 News at 7P Weekdays Start Date **End Date** Spots/Week Rate Rating M- - - - -Week: 10/08/12 10/14/12 \$750.00 0.00 E 66 WKYC 10/08/12 10/08/12 M-F 7-9a Today CM M- - - - -:30 5 \$400.00 P-5 0.00 NM \$2,000.00 7a-9a Today Show Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$400.00 0.00 E 67 WKYC 10/08/12 10/08/12 M-F 730-8p CM 730-8p M- - - - -:30 1 \$750.00 P-5 0.00 NM \$750.00 **Entertainment Tonight** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$750.00 0.00 E 68 WKYC 10/08/12 10/08/12 M-F 9-10a Today II CM 9a-10a M- - - - -:30 2 \$200.00 P-5 0.00 NM 2 \$400.00 Today Show II (9:00 AM-10:00 AM) Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 M- - - - -Week: 10/08/12 2 \$200.00 0.00 E 69 WKYC 10/08/12 10/08/12 LN (M-Su) СМ 11P-1135P M- - - - -:30 \$950.00 P-5 0.00 NM \$950.00 Late News (M-Su) Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 10/08/12 10/14/12 \$950.00 0.00

> Totals 230 \$126,025.00